

Localization Objects are a collection of proprietary libraries, housed in Microsoft COM+ Applications, that leverage a set of proprietary *Localization Templates* to generate geography-specific data enhancements, such as postal codes, longitudes and latitudes, Federal Information Processing Standards (FIPS) codes, etc. The *Localization Objects* also determine, via the *Localization Templates*, how a given web service is exposed to a partner for reuse.

Proprietary Segments (C): Localization Templates

Localization Templates are an optional collection of proprietary libraries and applications that interrogate and identify a requesting (target) device to determine the specific limitations and native support of the target in order to reply with an appropriate, properly formatted response, such as sending Hypertext Markup Language (HTML) data to a web browser, or Wireless Markup Language (WML) data to a cell phone.

Proprietary Segments (D): Target Device Analysis Objects

Target Device Analysis Objects are an optional collection of proprietary libraries and applications and interrogate and identify a requesting (target) device to determine the specific limitations and native support of the target in order to reply with an appropriate properly formatted response, such as sending Hypertext Markup Language (HTML) data to a web browser, or Wireless Markup Language (WML) data to a cell phone.

Proprietary Segments (D): Stylesheet Generator

The *Stylesheet Generator* is an optional application that works in tandem with the *Target device Analysis Objects* to build the visual enhancement needed to show the contents of a web service on a given device. The *Stylesheet Generator* can also be managed by a human resource to further manipulate the physical “look and feel” or design that a target device would display.

CLAIM or CLAIMS

1. A “System for Providing Localized Content Information Via Wireless Personal Communication Devices” comprising: A “technology infrastructure” software/hardware/computers/network system deployment that is comprised of one or more computers/ servers (hardware), one or more operating systems (software), one or more applications/ servers (software), and proprietary software components that allow for

deployment of scalable localized and content targeted channels/portals/ information systems to multiple platforms (interactive TV, Internet, wireless, mobile, PDA, telematics, etc.) and devices based on user request specifications,

2. A system that aggregates the aggregators of content (heterogeneous databases) from innumerable sources,
3. A system that stores and manages innumerable heterogeneous databases on network computer/s (servers) and makes them ready and available for data manipulation and enhancement,
4. A system that universalizes data (makes it heterogeneous—uses universally recognized/accepted/adopted formats/standards, i.e. XML) making it readily available for integration with other data as well as delivery to users in a universally defined and acceptable standard/format.
5. A system that enhances and localizes data by method of appending geographic coding to each record thus allowing the geographic definition of data by nationally and internationally well established standards such as longitude/latitude, community, zip code, postal code, city, province, county, MSA—Metropolitan Statistical Area, state, region, nation, country, world, or etc.,
6. A system that integrates and synthesizes data/media/information based on user specifications/inquiry/request/search thus creating content that is enhanced in breadth and depth (creating super content by combining complimentary content),
7. A system that exposes the data via web services and independent applications to multiple platforms (interactive TV, Internet, wireless, mobile, PDA, telematics, etc.) and devices based on user specifications, instructions and design,
8. A system that generates stylesheets to user device based on user instructions,
9. A system that adds transactional components and applications, and agents for online commerce,
10. A system that allows users to deploy innumerable local channels/portals/ information systems based on user's geographic, content, platform, device, stylesheet, and design specifications.